

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018 / 2019

**LCC3017 – CRISIS COMMUNICATION STRATEGIES**

(All Groups)

17 OCTOBER 2018  
2:30 P.M. – 4:30 P.M.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 printed page with 1 section only.
2. Answer **ALL** questions.
3. Write all your answers in the Answer Booklet provided.

**CRISIS COMMUNICATION STRATEGY (50 MARKS)****Instruction:** Answer all questions.

1. Fearn-Banks' suggested that there are five stages in a crisis. Explain these five stages in a crisis. (10 marks)
2. Bloom (2017) states that seven communication errors can occur during any of the three stages (Ready, Response and Reassure) of data breach in communications. Explain briefly five of these communication errors. (10 marks)
3. Otto Lerbinger (1997) categorised eight types of crises.
  - i) Briefly describe any five of these crisis types. Include an example for each. (10 marks)
4. A SWOT analysis examines an organisation's Strengths, Weaknesses, Opportunities, and Threats. It may be used in pre-crisis planning and preventive crisis management. It groups key pieces of information into two main categories.
  - i). What are these two main categories? (4 marks)
  - ii) Discuss:
    - a) three advantages of SWOT analysis in crisis management (3 marks)
    - b) three limitations of SWOT analysis in crisis management (3 marks)
5. Research shows that communicators who understand their audience are more successful in achieving their communication goals.
  - i) Briefly describe five factors to consider when doing audience analysis (10 marks)

**End of Paper**

